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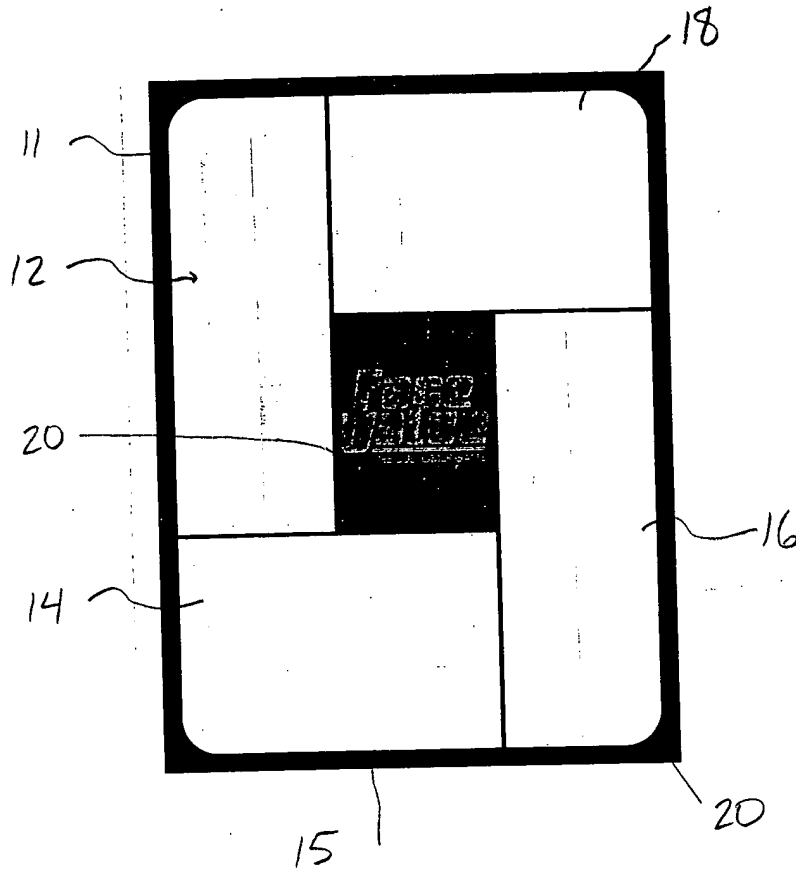


FIG. 1

Invention: CUSTOMER INFORMATION  
CARD GAME  
Inventors: GIBBONS, DRIZIN,  
KYZR-SHEELEY, LINVILLE,  
AND MCALLISTER  
Our File No.: P00870-US-00

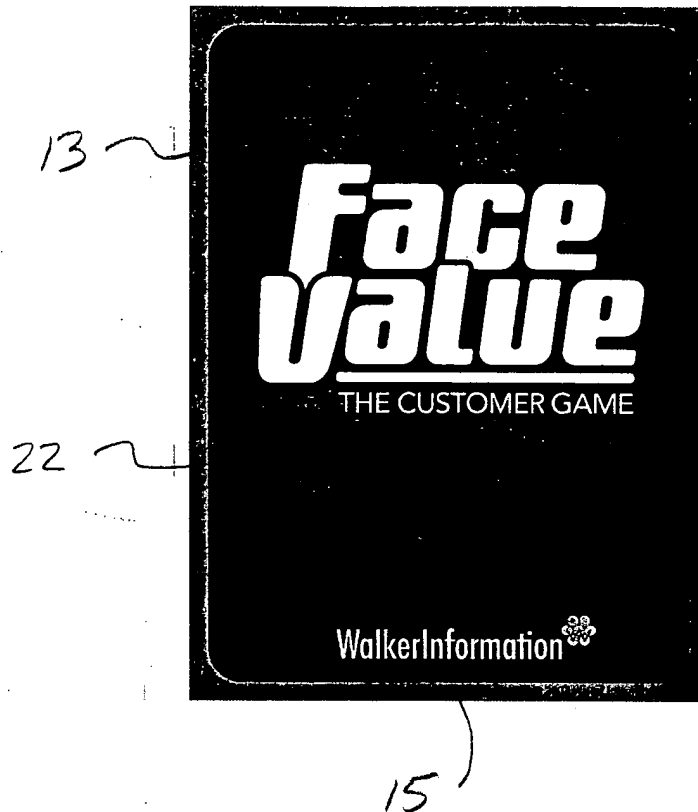
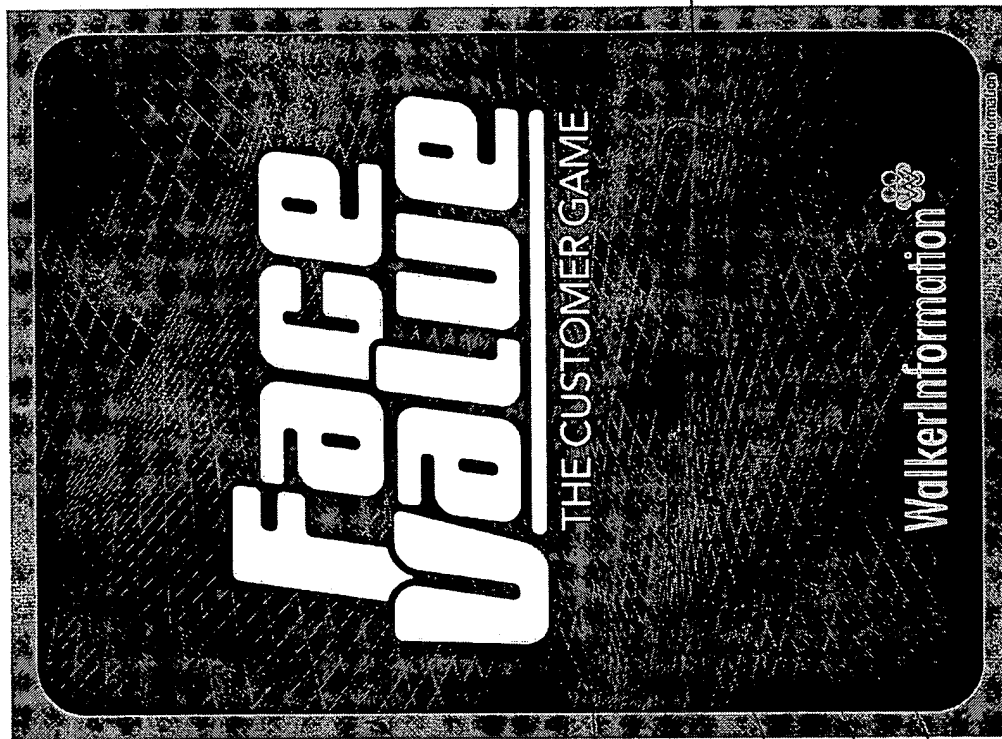


FIG. 2

Invention: CUSTOMER INFORMATION  
CARD GAME  
Inventors: GIBBONS, DRIZIN,  
KYZR-SHEELEY, LINVILLE,  
AND MCALLISTER  
Our File No.: P00870-US-00

15a



13a

22a

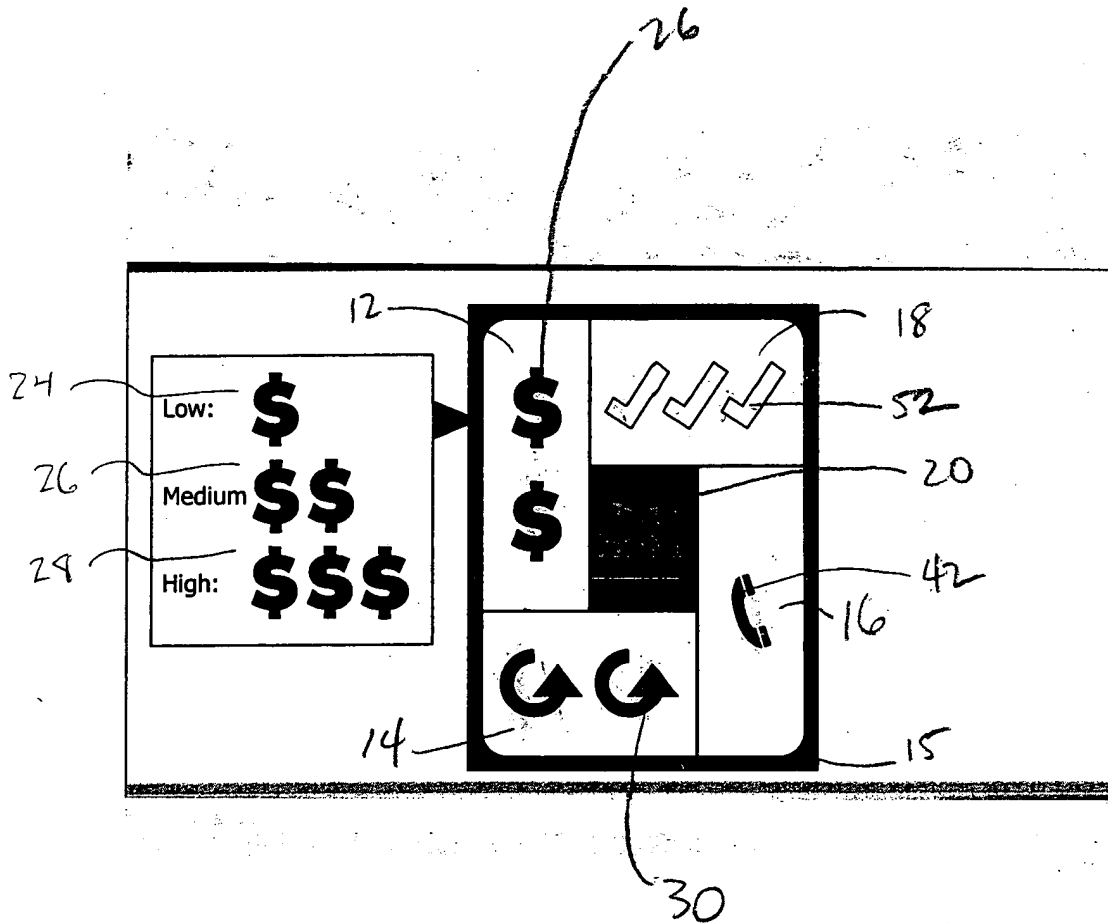
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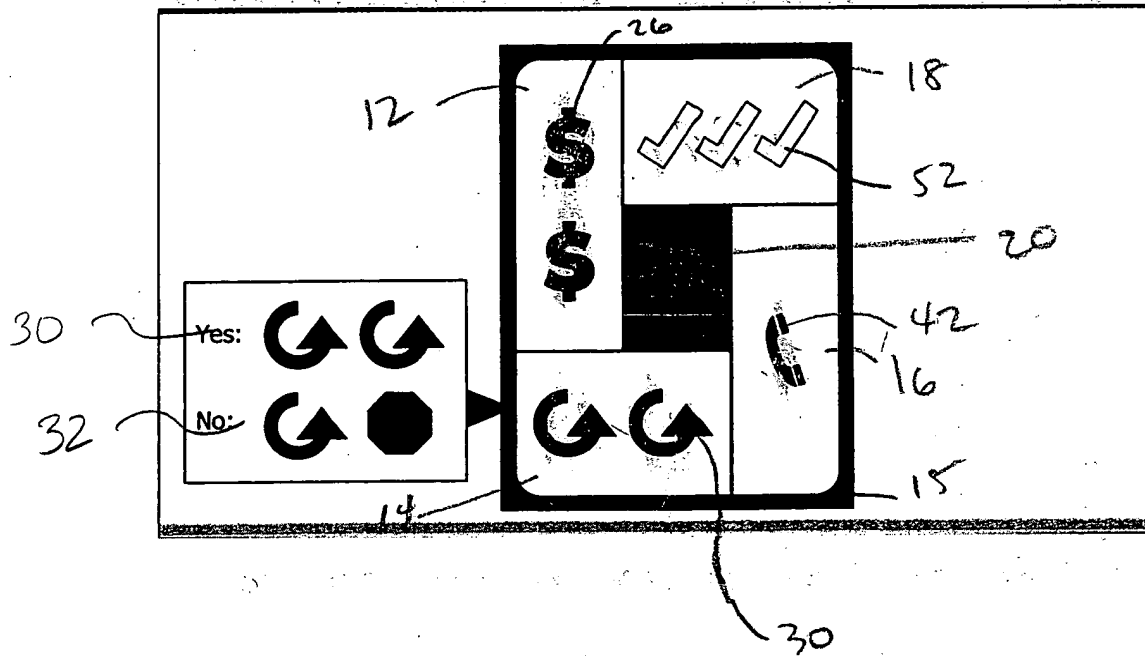
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64

66

Fig 2a





Invention: CUSTOMER INFORMATION  
CARD GAME  
Inventors: GIBBONS, DRIZIN,  
KYZR-SHEELEY, LINVILLE,  
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Our File No.: P00870-US-00

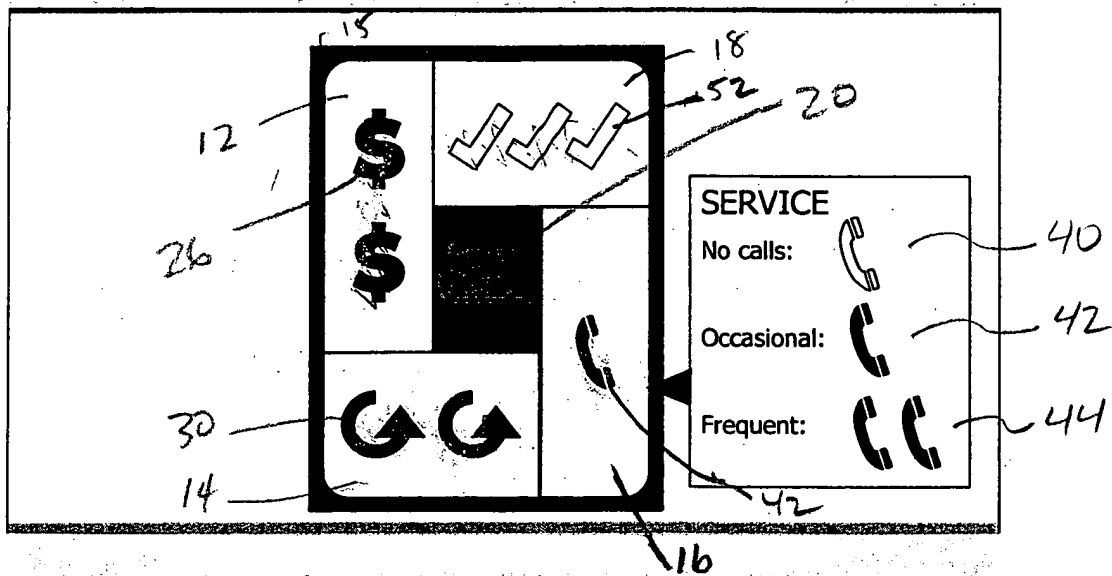
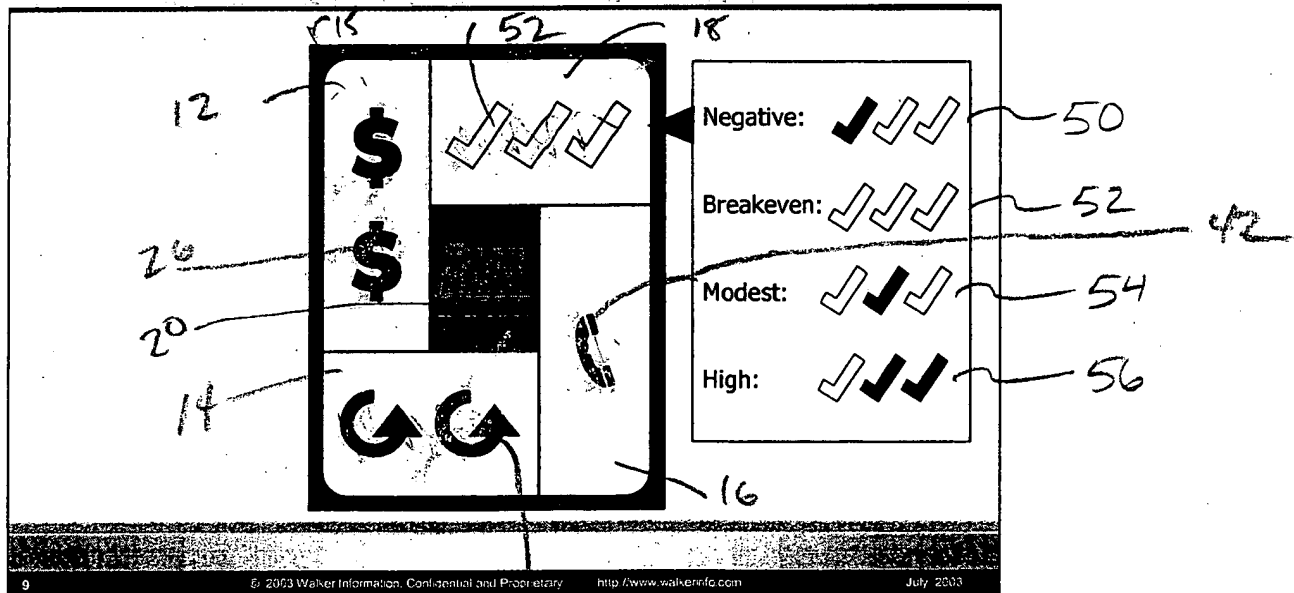


FIG. 5








Revenue	Low:	\$	- One point
	Medium:	\$\$\$	- Two points
	High:	\$\$\$\$	- Three points
Repurchase	Yes:	↻ ↻	- One point
	No:	↻ ●	- Zero points
Service	Low:	☎	- One point
	Medium:	☎☎	- Two points
	High:	☎☎☎	- One point

FIG. 7

**FaceValue**  
THE CUSTOMER GAME

Score: 200








Player:	1	2	3	4	5		
Revenue \$	211	212	213	214	215		
Repurchase  	221	222	223	224	225		
Service 	231	232	233	234	235		
<b>TOTAL</b>	241	242	243	244	245		280

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FIG. 8

**FaceValue**  
THE CUSTOMER GAME

Score: 300

Player:	1	2	3	4	5		
Revenue \$	311	312	313	314	315		
Repurchase  	321	322	323	324	325		
Service 	331	332	333	334	335		
Profit   	341	342	343	344	345		
Loyalty 	351	352	353	354	355		
<b>TOTAL</b>	361	362	363	364	365		380

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FIG. 10

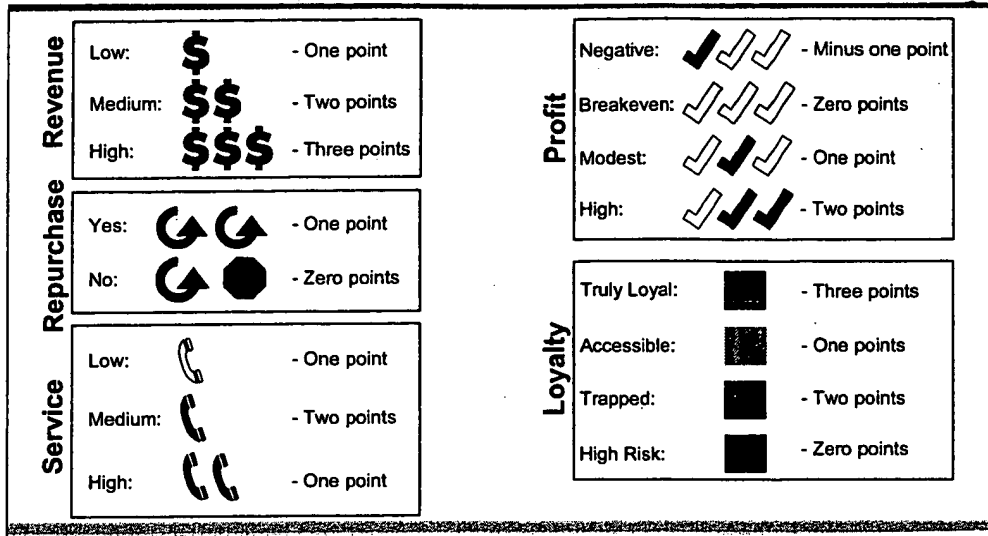


FIG. 9

Invention: CUSTOMER INFORMATION  
CARD GAME  
Inventors: GIBBONS, DRIZIN,  
KYZR-SHEELEY, LINVILLE,  
AND MCALLISTER  
Our File No.: P00870-US-00

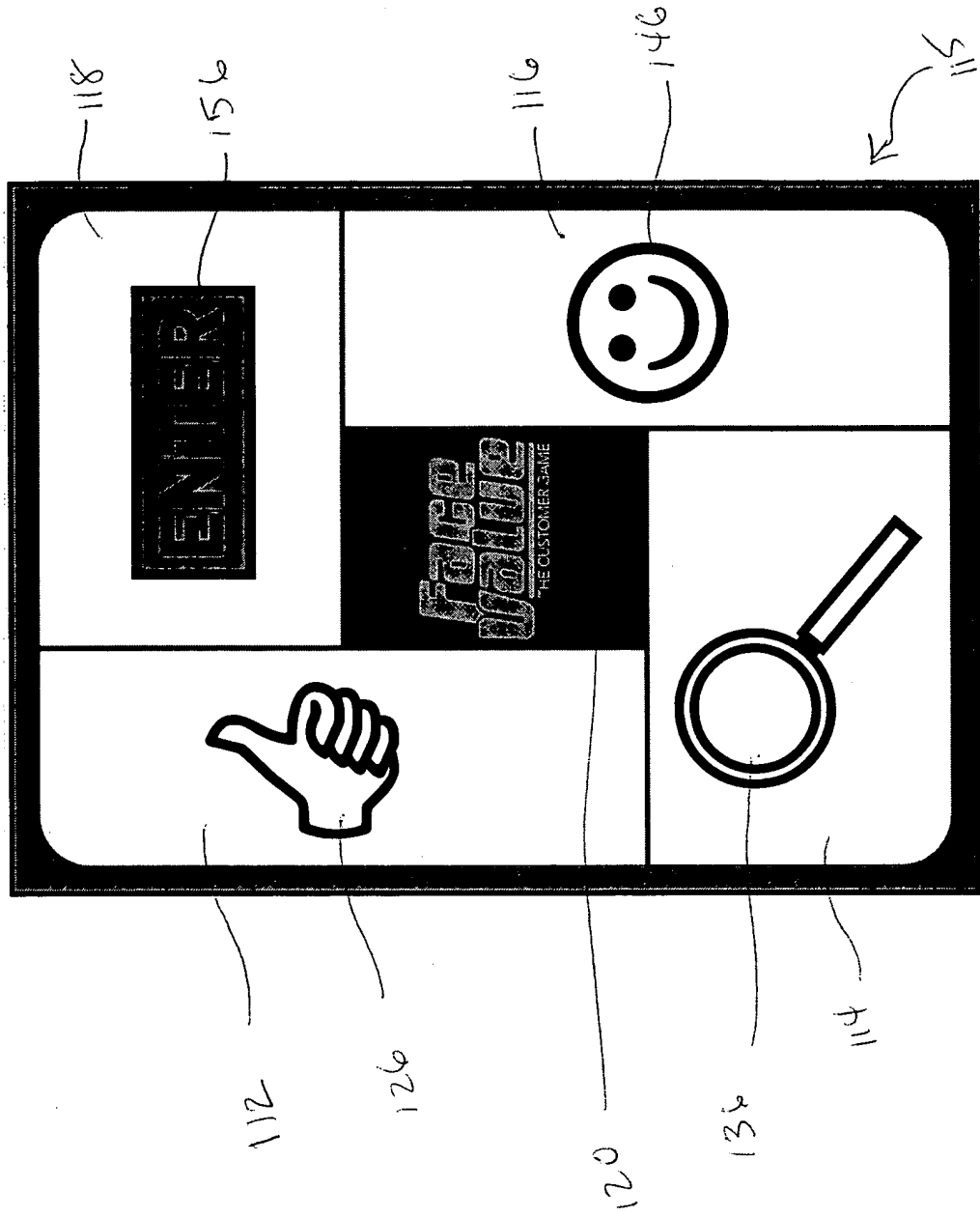


Fig. 11